



Soft Drinks Packaging in Colombia

June 2025

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Soft Drinks Packaging in Colombia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

PET bottles drives growth in soft drinks packaging in Colombia, due to convenience, affordability, and sustainability

Beverage brands are increasing rPET content to meet sustainability targets and regulatory requirements

Digital and interactive trends are reshaping soft drinks due to consumer demand for personalisation and eco-conscious solutions

PROSPECTS AND OPPORTUNITIES

Juice in small pack sizes set to rise due to the health trend, portion control, and eco-friendly packaging

281ml glass bottles for RTD coffee set to rise, due to premiumisation and convenience

Soft Drinks Packaging in Colombia - Company Profiles

Packaging Industry in Colombia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Small and on-the-go formats gain ground across food packaging

PET bottles remain the dominant format in non-alcoholic beverages

Metal beverage cans gain ground on glass bottles in alcoholic drinks

Sustainability and new labelling rules reshape beauty and personal care packaging

Innovation and refills drive home care packaging growth

Flexible paper/plastic the dominant pack type in dynamic cat treats and mixers category

PACKAGING LEGISLATION

Regulatory labelling shapes competitive landscape for plant-based dairy

Colombia's single-use plastics ban drives shift to sustainable packaging

Colombia sets 2030 targets for sustainable single-use packaging

RECYCLING AND THE ENVIRONMENT

Colombia accelerates PET recycling and rPET adoption

Sustainability trends driving change in pet food packaging

Regulatory pressure drives sustainability shifts in beauty and personal care packaging

Table 1 - Overview of Packaging Recycling and Recovery in Colombia: 2022/2023 and Targets for 2024

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